World Cup 2026 – An advertising quick guide

TaylorWessing

Official partners

Businesses are granted (exclusive) rights for their advertising campaigns

Sponsor

(Team) supplier

Licencee

Organiser

(UEFA/OC)

Ambush marketing

Advertising is allowed, but rules must be observed

– (Preliminary) injunction – Financial compensation – Costs – Potential rebrand

Trade mark law

Restricts use of:
– protected logos, images (like the trophy), etc – event name, location/year, team names, etc

Unfair competition law

Restricts:
– misleading indications about sponsorship status – exploitation/impairment of reputation or goodwill – targeted obstruction.

Copyright

Restricts use of:
– official photos of stadiums – UEFA match schedule – logos, sports articles, kit, mascots, etc.

Advertising/consumer protection laws

Restricts:
– misleading adverts – misleading/aggressive commercial practices.

Specific legislation

Restricts:
– advertising in stadiums (and airspace above) – advertising in specific designated areas – suggestions of association between goods/ services and the event (France)

Design rights

Restricts use of protected designs, eg:
– appearance of team kits, equipment, medals/cups/trophies, and logos.

Players'/athletes' rights

Restricts:
– advertising with the name or image of athletes – false endorsement.

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